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Reliant Stadium  Two Reliant Park  Houston, TX 77054-1573
Houston Texans Community Impact Report 2007/2008:

TEXANS CARE

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MISSION STATEMENT

To be recognized as the most community-connected professional sports franchise in the world by deploying strategic, sustainable and equity-building initiatives that fully leverage the assets of our organization and deliver measurable community impact.

This mission would not be achieved without the commitment and generosity of our corporate partners, donors, volunteers, and fans. Our sincere gratitude is extended to all as we look forward to continuing to making a lasting impact in the community.
Dear Friends:

The Houston Texans are dedicated to the motto Texans Care. We care about football and we care about our community. From the players, coaches and cheerleaders to our fans, corporate sponsors and front office personnel, each person is committed to making a difference for Houston. We come together as family to assist where needed and leave a lasting impact.

We hope you enjoy reading this 2007-2008 Texans Care Community Impact Report. It highlights some of the outstanding programs and activities of the Houston Texans. Our players, staff and supporters work hard each week to prepare for the challenging games each weekend and still make time to volunteer at schools, hospitals, youth clubs, senior citizen sites and homeless shelters.

The Houston Texans care about inspiring good sportsmanship through the Youth Football Programs and good character through the Heart of a Champion school curriculum. They care about making a difference in the lives of young people and bringing hope and encouragement to all.

Thank you for supporting the Houston Texans and the Texans Care campaign. It is through the support of loyal fans and partners such as yourselves that we are able to deliver the services to our community that are spotlighted in this publication.

Thanks and Go Texans!

Best regards,

Mr. Robert C. McNair
Founder, Chairman and Chief Executive Officer
Houston Texans
Dear Texans family,

Our goal is to become recognized as the most community connected professional sports franchise in the world. We are committed to making a positive and lasting impact and we believe our efforts are making a difference for Houston and beyond.

This Community Impact Report, Texans Care, highlights many of the service projects we have delivered for our community over the past year. I encourage you to take a few minutes to review the volunteer activities, educational programs and other initiatives that your Houston Texans have conducted throughout the region. We are proud to represent Houston in the National Football League and we are passionate about serving the community that supports us so well on Sundays during the fall and throughout the year.

Thank you for the outstanding loyalty you have consistently shown our team. You provide us with a tremendous home field advantage and your backing is a key part of our game plan to make Houston a better place to live, work and play.

Go Texans!

Sincerely,

Jamey Rootes
President
Houston Texans
STRENGTHENING YOUNG MINDS

OUR COMMUNITY’S FUTURE BEGINS WITH TODAY’S YOUTH, AND EVERY CHILD POSSESSES THE INHERENT PROMISE TO BECOME A SUCCESSFUL MEMBER OF OUR COMMUNITY. BY EXAMPLE, BOTH ON AND OFF THE FIELD, TEXANS DEMONSTRATE CHARACTER. THROUGH PROGRAMS PROMOTING A MYRIAD OF POSITIVE ATTRIBUTES, WE INVEST IN OPENING THE MIND TO LIMITLESS POSSIBILITY. CULTIVATING A LOVE OF LEARNING AT A YOUNG AGE IS INTEGRAL TO THE CONTINUED IMPROVEMENT OF OUR COMMUNITY.

HEART OF A CHAMPION

The Heart of a Champion program has been integrated into the Houston and Katy Independent School districts. The program provides character building programs by utilizing real life stories that encourage youth to integrate Commitment, Leadership, Perseverance, Teamwork, Respect, Integrity, Responsibility, Self-Control and Compassion into their lives. So far, we have reached over 7,000 middle school students. Our success in impacting the lives of so many youth is a result of our ongoing partnership with the Robert and Janice McNair Foundation and the Heart of a Champion Foundation.

HISD CULTURAL ARTS POSTER CONTEST

In an effort to encourage creative minds and cultural awareness through art, the Texans launched a cultural arts poster contest for middle school students in the Houston Independent School District. The students are required to create posters that incorporate various influences from the Asian/Pacific, Black, Hispanic and American Cultures. Contest winners receive Houston Texans memorabilia and have their artwork professionally framed.

REWARDING EXCELLENCE

Andre Johnson issued a challenge to fifth grade students at Bastian Elementary to improve their academic performance and school attendance. Upon hearing news of their success, Andre returned to reward the students with Texans memorabilia, $100 gift certificates to Toys “R” Us and a pizza party.

NATIONAL LITERACY MONTH

To further ensure positive development of our city’s youth, the Houston Texans teamed-up with area Comcast employees to donate 1,800 books to the Boys and Girls Club of Greater Houston in an effort to promote the importance of literacy.

JOIN THE TEAM: INTEGRATING BUSINESS AND SPORTS CAREER SEMINAR

Now in its fourth year, the seminar features executives from the Texans front office and other business personnel from the Houston area. Approximately 150 college juniors and seniors interested in pursuing business careers in sports, representing at least thirteen Texas universities, attended the free seminar and internship workshop at Reliant Stadium.

LEMONADE DAY

Lemonade Day is an annual city-wide event organized by Prepared 4 Life (P4L), a local non-profit organization that empowers youth to become contributing members of society through asset-based, experiential after-school programs, and its many community partners. Businesses and families in all communities work together to produce Lemonade Day, which is a fun, family-oriented activity designed to train thousands of young people on how to be successful entrepreneurs.
In 2007, the Houston Texans Foundation established a new strategic partnership with the YMCA of Greater Houston. With our new teammate in the community, we plan to develop well-rounded, educated and fit youth. The Houston Texans and the Greater Houston YMCA announced a partnership to open a new YMCA facility in the Palm Center community of Third Ward. The facility, located at the corner of Griggs Road and Martin Luther King Boulevard, will replace the existing South Central YMCA.

The new Houston Texans YMCA will be the first YMCA facility in the country to be named after a professional sports team. The partnership combines two powerful and influential names that will benefit the Greater Third Ward community by providing programs that include health and wellness, childcare, recreation and youth development programs.

“I have admired the work done by the YMCA since my childhood in North Carolina,” said Texans founder and CEO Bob McNair, noting that he first learned about organized football as a nine-year old at a Charlotte YMCA. “We are proud to be able to support an organization that promotes health and family values, and it gives me great pleasure to give back to a group that gave so much to me as a child.”

Houston Texans head coach Gary Kubiak is another YMCA alumnus. “I grew up right across the street from the M.D. Anderson YMCA,” Kubiak said. “A lot of the things I learned in the sports world and growing up about how to be a good kid and how to be a good person really stem from my youth growing up there.”

On hand for the announcement of the historic partnership was Quentin Mease, who has worked with the Greater Houston YMCA since 1948. Mease was instrumental in the 1955 building of the South Central YMCA, and was one of the leading African-American figures in Houston during the 1960s.

“I was around when we opened South Central over there in 1955, so this is quite an achievement to have the building here now as its successor,” Mease said. “We hope that it will live up to the former Y branch there on Wheeler, and I’m sure that it will be quite an heirloom to the community.”

In addition to being located a mere six miles from Reliant Stadium, the Houston Texans YMCA will be in close proximity to Third Ward schools, a library, a city bus stop, a new housing development and a new light rail route – a far more accessible location than the land-locked South Central YMCA on Wheeler Street.

“This South Central YMCA has an incredible history and historical significance to it,” Texans president Jamey Rootes said. “But as important as that history has been, I think the future is even brighter. We’re incredibly proud to have an opportunity to work with such an important organization. It’s such a natural fit, geographically and otherwise, for our organization to come and make a big difference in this community.”

The new facility is the first and most visible result of a larger partnership between the Texans and the YMCA. With the Texans’ stated goal of being the most community-connected professional sports franchise in the world, the team has selected the YMCA as its primary strategic community partner and will work with YMCA staff to develop programming to benefit the children and the community served by the facility. Construction of the new center is expected to begin later this year, with an anticipated opening in 2010.
WE KNOW HOW VITAL IT IS TO HAVE A HEALTHY TEAM TAKE THE FIELD. IT IS ALSO IMPORTANT FOR OUR COMMUNITY TO BE HEALTHY AND STRONG. TEXANS CARE ABOUT USING OUR INFLUENCE IN THE COMMUNITY TO HELP SAVE AND BETTER THE LIVES OF OTHERS.

BLOOD DRIVE
Since its inception in 2002, roughly 10,000 blood donations have been received. Our most recent effort enabled over 2,300 individuals to donate blood. The impressive turn out is highlighted when mentioning that one donation can save up to three lives.

HOUSTON TACKLES AUTISM
Texans players Matt Schaub and Ahman Green have teamed up with Easter Seals, the leading non-profit provider of services for people with Autism, to help raise awareness and funds. The campaign’s goal was to raise $1 million for children and adults with Autism. Ahman and Matt have pledged $500,000 each.

THE GIFT OF SIGHT MISSION
Punter Matt Turk paid a visit to The Gift of Sight Mission, which gave away free eye examinations and eyewear to approximately 2,000 children. Turk signed autographs for the children and parents that attended.
TEXANS KEEP YOUTH MOVING

SUCCESS ON THE FIELD STARTS WITH THE HEALTHY AND ACTIVE LIFESTYLES OF OUR PLAYERS. WHILE SOME ATHLETES ARE BORN WITH TALENT, NURTURING A HEALTHY BODY IS CRUCIAL TO THEIR SUCCESS ON THE FIELD.

YOUTH FOOTBALL - JUNIOR PLAYER DEVELOPMENT Our commitment to youth football is paying huge dividends for over 1,000 middle school students from the Greater Houston area that participate in this program that teaches every football position through a step-by-step progression of skill process. During last year’s National Signing Day for college football, fourteen local high school football players who participated in the Junior Player Development program, jointly sponsored by the Texans and the NFL, signed letters of intent to play football at major universities. Many of our past participants have gone on to attend college on athletic scholarships.

WHAT MOVES U
Launched by the NFL and American Heart Association to tackle the increase in childhood obesity, this program’s curriculum includes strategies to help teachers incorporate fitness into their daily lesson plans to combat youth inactivity. Thousands of middle school students in the Houston area and cities all over the country have benefited from this program.

GIRLS GET IN THE GAME
The Lady Texans organization hosts this one-day sports camp for middle school-aged girls that features youth football skills and a cheerleading clinic. The number of girls who participated this year doubled from last year’s inaugural event.

HOMETOWN HUDDLE
Players from 32 NFL teams participate in a community service activity that benefits a United Way Agency. The Texans have joined forces with the United Way of Greater Houston on many local initiatives since 2002. Hometown Huddle has become a signature event for both organizations, providing a unique opportunity for area youth to interact with their hometown heroes and learn firsthand that success in athletics – or in any field – requires great determination and discipline. This year Texans visited students at Turner Elementary School and interacted with students by encouraging them to adopt healthy lifestyles and set positive life goals. The school also received the HOPSports Training System valued at $21,000, which included sports mats, exercise equipment, performance monitoring capabilities and a portable defibrillator for use in the case of sudden cardiac arrest.
Our players care deeply about the Texans culture of giving. When Ahman Green arrived to Houston during the off-season and asked the incumbent number 30 Jason Simmons what it would take to acquire his jersey number, the exchange became one larger than the two of them.

The dream of home ownership came true for single-mother, Regina Foster, whose seven-year-old son, Reggie, battles severe autism, thanks to a $50,000 donation from Texans players Ahman Green and Jason Simmons and team owner Bob McNair. The players selected her from a pool of applicants as part of a unique jersey exchange settlement between Simmons and Green.

Simmons asked Green to pay $25,000 for a down payment on a home for a single parent in Houston and McNair agreed to match that, making the total $50,000.

Green initially was taken aback by the idea, the nine-year NFL veteran had been around the league long enough to see plenty of jersey exchanges and had assumed he would have to sign a check over to Simmons. Both players ultimately couldn’t bypass the opportunity to invest in a family’s future, and they now look back on their decision with pride after seeing Regina and Reggie in a house they can call their own for the first time.

Green and Simmons provided Foster with the surprise of a lifetime when they showed up unannounced at her workplace with a giant $50,000 check in her name. Foster had been desperate for a stable home in which to raise her son.

Both Simmons and Green, along with their wives, Foster’s family and friends, corporate sponsors, TORO and the Texans Cheerleaders, were on hand to see Foster and her son move into their new home.

In the weeks and months leading up to Foster finding the right home and the right school district that could tend to Reggie’s needs, several corporate sponsors received word of the situation and jumped on board with whatever they could offer.

Reliant Energy provided a year’s worth of free electricity. Gallery Furniture supplied furnishings for several rooms. Comcast provided a full year’s worth of its Triple Play package, which includes cable, high-speed Internet and digital phone service, and H-E-B stocked the kitchen pantry and brought cooks over for the ribbon cutting ceremony to prepare the Foster’s first meal in their new home.

Green, who has worked with autism charities for years and is currently involved in the "Houston Tackles Autism" campaign with quarterback Matt Schaub, hopes this initiative will spread to other teams around the league.
TEXANS CONTRIBUTE TO WORTHY CAUSES

While each of our players contributes to the success of our team on the field, we are especially proud of their contributions off the field. The mission of the Houston Texans Foundation is to encourage and enable all youth in Houston and surrounding areas to reach their full potential and achieve success. The foundation supports and administers programs to promote leadership, integrity and character. Texans donate, serve and share with care.

Shop with a Texan
A shopping spree is coordinated during the Christmas holidays for disadvantaged children. Houston Texans players push shopping carts and assist the children in shopping for their holiday purchases. Academy Sports and Outdoors provides $100 gift certificates to 25 youth from local shelters. The unforgettable experience ensures each child has a unique holiday season.

Bike Donation
Since 2006, players and coaches have donated over 2,000 bikes to underprivileged youth.

80 Second Shopping Spree
Through the Andre Johnson Foundation, Texans players rewarded children ages 8 to 16 with an 80 second holiday shopping spree at a local Toys “R” Us store. Each child also automatically received a video game console of his or her choice with two video games. The shopping spree totaled over $12,000.

Andre Johnson Gives to Women’s Center
The Andre Johnson foundation has also donated over $10,500 to the Houston Area Women’s Center. The center is a non-profit organization dedicated to supporting survivors of domestic and sexual violence.

Lunch with a Texan
This year running back Ahman Green, safety Jason Simmons, defensive end Earl Cochran and guard Scott Jackson had lunch at Amazon Grill with 30 students from Turner Elementary School.

Cleat Donations
To further advance the cause of encouraging physical activity in Houston Area youth, Houston Texans players donated more than 200 pairs of shoes and cleats to the Touchdown Club of Houston through the Houston Texans Foundation. The shoes were then distributed to local HISD schools. Providing resources for youth to engage in physical activity remains an important objective of the Texans organization.

Reliant Energy Scholarship for Champions
Through the Reliant Energy Scholarship for Champions program, eight high school student-athletes who have exhibited remarkable leadership in athletics, academics and extracurricular activities were awarded $1,000 college scholarships.

Texans Donate Calendar Proceeds
The role the Houston Texans Cheerleaders play in our community is not taken lightly. Texans cheerleaders are inspirational young women committed to brightening the spirits of many, during game days and through community initiatives. In 2007, the Houston Texans Cheerleading squad developed their first ever swimsuit calendar. All proceeds from the 2007 Houston Texans Cheerleader Calendar benefited the Methodist DeBakey Heart and Vascular Center. A $50,000 check was presented to the center.

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Each year, we recognize outstanding volunteers who exemplify leadership, dedication and a commitment to improving their communities. Throughout the season, each NFL team administers local competitions to determine local finalists. One national finalist is recognized annually as the National Community Quarterback winner and nearly $1 million nationwide is awarded in the names of the winners to the non-profit organizations they serve.

Locally, a total of five finalists are awarded $1,000 each for their respective non-profit organizations and the overall winner receives an award of $5,000 during a ceremony at the United Way of Houston headquarters. This year Texans president Jamey Rootes and quarterback Sage Rosenfels were on hand to honor the finalists.

Houston finalist Michael Garcia was named the Texans’ overall winner and was awarded $5,000 for his nonprofit organization, the Shell Unit of the Boys & Girls Club of Greater Houston, where he has selflessly volunteered for 17 years.

“I’m very honored to get this award,” Garcia said. “I was kind of surprised to be nominated (by the director of the Boys & Girls Club), and really surprised that I qualified for as a winner.”

“But I’ve put in a lot of time and I really enjoy working with the kids at the Boys & Girls Club. A lot of them come from one-parent families, so it’s good to have a role model and kind of try to guide them and teach them how to learn everything and play with sportsmanship.”

For years, Garcia has given his time as a basketball coach for young boys and girls at the Shell Unit, serving as a mentor for many of the children and often welcoming them into his own home.

The exceedingly humble Garcia is known as a father figure to many of the youngsters, and his eagerness to serve the community has spread to other facets of the Boys & Girls Clubs, including serving at countless events and spearheading the widespread recruitment of volunteers to provide ample services for children.
WHEN OUR TEAM TAKES THE FIELD ON ANY GIVEN SUNDAY, SO DO OUR RAVING FANS. TO REWARD OUR FANS FOR THEIR COMMITMENT AND CONTINUED UNWAVERING SUPPORT, WE COMMIT TO DELIVERING UNFORGETTABLE EXPERIENCES. THE TEXANS STRIVE TO BECOME THE MOST COMMUNITY-CONNECTED PROFESSIONAL SPORTS TEAM IN THE WORLD.

TACT PROGRAM
Through the Texans All Community Team (TACT) program, players give to young fans that may not otherwise have the means to attend a game by purchasing tickets for local non-profit organizations, hospitals, and schools. So far, 2,050 tickets have been issued on behalf of 12 players for a total donated value of $75,000.

THE IMAGENET ALL-STAR TICKET PROGRAM
This program rewards at-risk youth for implementing and participating in community service projects. Last season, 71 non-profit organizations participated and 4,592 students, parents and chaperones were able to attend at least one Houston Texans home game.

CHEERING CHILDREN
This initiative allows season ticket holders to donate their unused tickets by making a tax deductible contribution to the Houston Texans Foundation. Last season, our generous season ticket holders contributed a total of 1,425 tickets and 203 parking passes to over 50 non-profit organizations.

RELIANT ENERGY POWER PLAYERS
Each Tuesday prior to a Houston Texans home game, cheerleaders and players travel to a Boys & Girls Club facility within the Greater Houston area to interact with children and deliver motivational speeches, conduct clinics and sign autographs. Reliant Energy also provides 100 general admission tickets and ARAMARK provides 100 food vouchers for children at a Boys & Girls Club location each game.
TEXANS CREATE RAVING FANS

AMERICAN HEROES are the proud men and women who serve and defend our great nation. For two consecutive years, Texans head coach Gary Kubiak participated in the annual Impact a Hero 5K Run for seriously wounded and disabled veterans.

DRAFT DAY LUNCHEON
At this year’s Luncheon, the team recognized new additions to the team as well as those who made significant contributions to the team’s success last season. Approximately 700 Texans fans turned out for the luncheon. Texans linebacker DeMeco Ryans took home the team’s most valuable player honors. The year’s Rookie of the Year award was presented to cornerback Fred Bennett. Left tackle Ephraim Salaam won the Mickey Herskowitz Award for the most media-friendly player. The Houston Texans selected defensive end Anthony Weaver as the 2007 Ed Block Courage Award winner. Recipients are selected by a vote of their teammates to recognize extra efforts both on and off the field and their ability to overcome great adversity.

TEXANS ALL-ACCESS
During All-Access, season ticket holders are invited to closely interact with some of their favorite Texans players. The event also features tours of the Texans’ locker room, weight room, cafeteria and player’s lounge. This year a record-breaking 16,233 fans were in attendance. Texan player’s addressed the crowd and signed autographs.

TEXANS DRAFT DAY PARTY
Close to 5,000 fans turned out to cheer on their home team during the NFL draft. This year the first off-season tailgating event sponsored by the team in franchise history preceded the event. The 2007 cheerleading squad and pep band also made their debut.

TEXANS WEEK
This series of events kicks off the start of the Texans season. Meet the Texans at the Kemah Boardwalk, Pancakes & Pigskins Rookie Breakfast, Take a Texan to School Day and Go Texans Day.

TAILGATING
H-E-B is proud to be the presenting sponsor of our annual game day tradition, Tailgater of the Game. Each year many die-hard Texans Tailgaters increase the level of competition. The Houston Texans challenge fans to make H-E-B a strong feature in presenting their spot during the Tailgating experience. The BBQ pits are smoking and rowdy Texans fans are battling it out each game in a fierce competition leading up to the honor of “HEB’s Tailgater of the year.” Such actives build community spirit as well as strengthen the local economy through encouraging additional recreational activities outside the game.

CONSECUTIVE SELLOUTS
Texans have played every single home game before a sellout crowd. Our consecutive sellout statistics are impressive when considering Reliant Stadium’s capacity is 72,000. Following the game area businesses provide recreation and dining options that economically benefit the Houston community.

PUBLIC TRANSPORTATION
Houston’s new light rail system serves Reliant Stadium and we encourage fans to use this new option for Texans games. Trains run every 12 minutes and the cost of riding is only $1. We support such environmentally friendly transportation options.
TEXANS BELIEVE IN LEADERSHIP BY EXAMPLE. THROUGH OUR ENVIRONMENTALLY CONSCIOUS INITIATIVES, WE GET OUR HANDS DIRTY WHEN IT COMES TO BUILDING A CLEANER ENVIRONMENT. WHETHER IT’S THROUGH ENERGY EFFICIENCY OR RECYCLING AT RELIANT STADIUM, TEXANS ARE COMMITTED TO THE ENVIRONMENT.

I CARE As announced and promised at Houston City Hall, the Houston Texans launched a collaborative effort with Waste Management, Aramark, and Waste Management Recycle America to begin recycling during Texans home games at Reliant Stadium. The campaign encourages Texans employees and fans to use the many recycling bins throughout Reliant Stadium. Each year on average, our administrative offices approximately use 50,000 soda cans and 20,000 water bottles. Last year, the Texans distributed 850,000 plastic bottles during the season. Our campaign will ensure the recycling of these items.

COMPACT WITH TEXAS The Texans organization signed onto Reliant Energy’s Compact with Texas Campaign, in which Texans across the state pledge to be energy efficient. The effort promotes a switch from incandescent light bulbs to a much more energy efficient compact fluorescent light. Chester Pitts, signed the compact on behalf of Houston Texans players while Texans Vice President of Sales and Marketing, John Vidalin, signed on behalf of the Houston Texans staff.

REBUILDING TOGETHER HOUSTON The Houston Texans, Reliant Energy and Rebuilding Together Houston joined forces to make home repairs and energy efficiency home improvements to a house for a low-income Houston family during the annual Reliant Energy Work Day.

TEXANS PROMOTE THE POWER OF GREEN
PROVIDING A STRONG FOUNDATION FOR YOUTH

CHARITY GOLF CLASSIC
At the annual golf tournament, which benefits the Houston Texans Foundation, participating fans begin with lunch and practice on the driving range before moving to a shotgun start and scramble format, followed by an awards ceremony with cocktails and hors d’oeuvres. The event raised approximately $200,000 in 2007. All participants received a Texans golf bag, Texans polo shirt, Texans custom hat, Texans golf balls, Texans custom golf towel, Texans custom briefcase, Texans custom golf glove and Texans custom belt.

BATTLE RED SMOKER
The Texans auctioned off a stainless steel red smoker designed and donated by Pitts and Spitts for the Battle Red game. The Battle Red Smoker was signed by the entire Texans team. All proceeds from the auction benefited the Houston Texans Foundation.

SILENT AUCTIONS
The Houston Texans Foundation coordinates multiple silent auctions during the season. Some of these auctions take place in the stadium on game days and others take place during the many events the Houston Texans Foundation organizes to raise funds. At Houston Texans home games alone, approximately $40,000 was raised through silent auctions over the course of the season. In total, through all of our silent auctions, the Houston Texans Foundation raised approximately $75,000. These auctions provide fans the opportunity to bid on Houston Texans memorabilia and fan experiences.

TEAM LUNCHEON
This annual event provides sponsors and fans who donate to the Houston Texans Foundation with the premier experience of closely interacting with every member of the Texans team and coaching staff. This year’s fourth annual installment packed The Westin Galleria. Each table at the luncheon was seated with one of the Texans players. Houston Texans Chairman and CEO Bob McNair and Head Coach Gary Kubiak were also present. More than $150,000 was raised.

PANCAKES & PIGSKINS
The Texans’ newest team members are welcomed by their raving fans during the annual Pancakes and Pigskins Rookie Breakfast. Each year, the incoming rookie class shares a meal with generous fans who have donated to the Houston Texans Foundation. More than $25,000 was raised at last year’s event.

THE KENNY HOUSTON HALL OF FAME DINNER
Over 500 guests arrived at the Methodist Training Center for the dinner that featured appearances by many football legends. The event featured many exciting auction items as well as an interactive panel moderated by ESPN’s Sean Salisbury.
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